

Division of Alcoholic Beverage Control

The Division of Alcoholic Beverage Control's (ABC) mission is to protect the public health, safety and welfare by regulating how alcoholic beverages are sold, and by encouraging moderation and responsibility in the consumption of alcohol. Comprised of the Office of the Counsel to the Director, the Enforcement Bureau, the Investigative Bureau and the Licensing Bureau, the Division fulfills its mission by regulating and licensing the manufacture, distribution, sale and transportation of all alcoholic beverages in New Jersey. If a licensee violates any law or regulation, the Director may suspend or revoke the license or impose a fine and/or any other appropriate condition. For more information on the Division, visit its Web site www.nj.gov/oag/abc.

Highlights

❖ **Cops in Shops** —

Undercover police officers and local retail outlets work in partnership to discourage the sale of alcohol to underage buyers, and to deter adults from buying alcohol for those under the legal age. Developed by the Century Council, a national nonprofit organization committed to fighting underage drinking, the program operates in selected towns, at cooperating liquor retail stores. To date, police in more than 200 towns have been trained to run Cops in Shops programs. During the Summer 2004 Cops in Shops effort, approximately 440 persons were arrested. Since the program's inception nine years ago, 4,450 individuals have been arrested.

❖ **Prosecutors' Initiative to Combat Underage Drinking** —

During the Summer of 2004, the ABC worked with local law enforcement officials and county prosecutors in Monmouth, Ocean and Cape May Counties to identify underage drinkers and those who served them in bars and restaurants. Funded by grants provided by the Division of Highway Traffic Safety, the undercover initiatives resulted in a total of 87 arrests.



From left to right: David N. Bregenzer, Counsel to the Director; John Ernst, Deputy Director; Jerry Fischer, Director; Diane M. Weiss, Executive Assistant in Charge; John Wesley Geiselman, AAG.

❖ **Policing College Towns, Ensuring Responsible Promotions** —

ABC investigators have begun an intensive undercover effort in bars, restaurants, and nightclubs located in or near college communities. The initiative began in Fall 2004 and, in the first six months, resulted in the "carding" for proof of age of 700 individuals, and the arrest of 90 persons for underage drinking. Additionally, in New Brunswick, Middlesex County, the Division continues to pilot the Alcoholic Beverage Promotions Program, which is designed to ensure that promotions at bars and restaurants do not target the underage population, and do not encourage excessive drinking.

❖ **Local Police/New Store Owner Training** —

More than 300 local police officers, representing more than 200 municipalities throughout the State, attended training programs held by the Division in Spring 2004. The programs focused on alcoholic beverage laws, investigations, and a variety of related enforcement issues. The agency also provides training to all new package store owners at least twice a year, where licensees learn about alcoholic beverage laws, and among other things, how to spot fraudulent IDs. The Division has also produced a 20-minute training video that provides critical information to licensees and their employees about the consequences of serving alcohol to underage individuals.

❖ **Student "Dangers of Alcohol" Art Competition** —

A cooperative effort between the Division of Alcoholic Beverage Control and the Partnership for a Drug-Free New Jersey, this initiative encouraged middle school students and their parents to work together to create billboard and calendar messages with the theme "Dangers of Alcohol." The 2003 program produced more than 450 entries, while the 2004 program generated more than 1,000 entries. Winning messages were chosen from the contest submissions in each year, and were featured on a calendar that was distributed to all middle schools. The grand prize winning message was also reproduced on highway billboards throughout the State. The Jersey Shore Public Relations and Advertising Association recognized the calendar design and message with a Silver Award of Excellence.

❖ **Licensing & Investigation** —

The Investigative Bureau conducted 1,255 investigations and forwarded a total of 851 cases involving 2,755 license violations to the ABC Enforcement Bureau for review in 2004. In one case, ABC investigators confiscated more than 20,300 cases of untaxed alcohol and cigarettes from a liquor warehouse in Camden County. Two individuals were charged with the unlawful sale and distribution of alcoholic beverages.